

Youth Empowerment as a Framework for Creating Community Change

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September 23, 2015 (10:15 – 11:45am)



Session Objectives



Attendees will be able to:

- 1. Identify the research surrounding effective strategies for youth-led programming.**
- 2. Summarize two evidence-based frameworks that support youth-led programming.**
- 3. Conceptualize a youth-led program utilizing the Youth Empowerment Conceptual Framework (Holden et al., 2004) and the Strategic Prevention Framework (SAMHSA).**

Why Youth-Led Programming?



- **YLP represents a sound investment through meaningful youth involvement in community prevention efforts.**
- **YLP has been viewed as a substance abuse prevention program.**
- **YLP is a comprehensive approach to addressing the emotional and behavioral health of youth and young adults.**

Communicating the Value of YLP



- **How do we communicate the value of our work to the people we need to support us?**
- **How can we garner legitimacy and support for YLP?**
- **How can we purposefully and intentionally structure YLP so that they get to outcomes?**

We implemented the SPF and found:

- **(Capacity): Workforce development needed**
- **(Evaluation): Lack of outcomes tracking**
- **(Planning): YLP not operationalized**
- **(Sustainability): Disconnect among YLP**
- **(Capacity): Science of YLP**



To create an evidence-informed framework for youth-led programming in Ohio that is evaluable and sustainable.



Young people will collectively engage in a planning process to create and implement a strategic plan that uses evidence-based strategies to create community-level change.

Establish a Common Definition of YLP



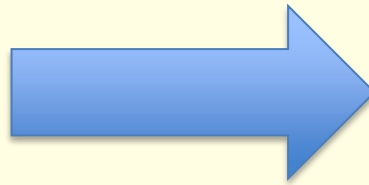
Young people will collectively engage in a planning process to create and implement a strategic plan that uses evidence-based strategies to create community-level change.

Change on Three Levels



ADULT GUIDED:

1. Individual
2. Group



YOUTH LED: 3. Community

Holden D. J., Messeri, P., Evans, W. D., Crankshaw, E., Ben-Davies, M. (2004). Conceptualizing youth empowerment within tobacco control. *Health Education & Behavior*, 31, 548-563.

In our process, we identified:

- **Parallels to community coalition work**
- **Capacity among Ohio's prevention workforce to do this type of work**
- **Use of a planning process specific to substance abuse prevention (Strategic Prevention Framework)**

1. Is the SPF the answer?

2. What is the goal?

Young people will collectively engage in a planning process to create and implement a strategic plan that uses evidence-based strategies to create community-level change.

Pilot Project: OYLPN Youth Council



- 1. How were the young people able to create their own plan for community-level change?**
- 2. How can we empower young people to become agents of change in their communities?**
- 3. How can we develop capacity within young people to engage in this work?**
- 4. Is the SPF “alone” enough?**

“Innovative youth development and social justice strategy that trains young people in community organizing and advocacy, and assists them in employing those skills to alter power relations and create meaningful institutional change in their communities.”

**(Funder’s Collaborative on Youth Organizing,
2009)**

2014 Adult Leader Summit



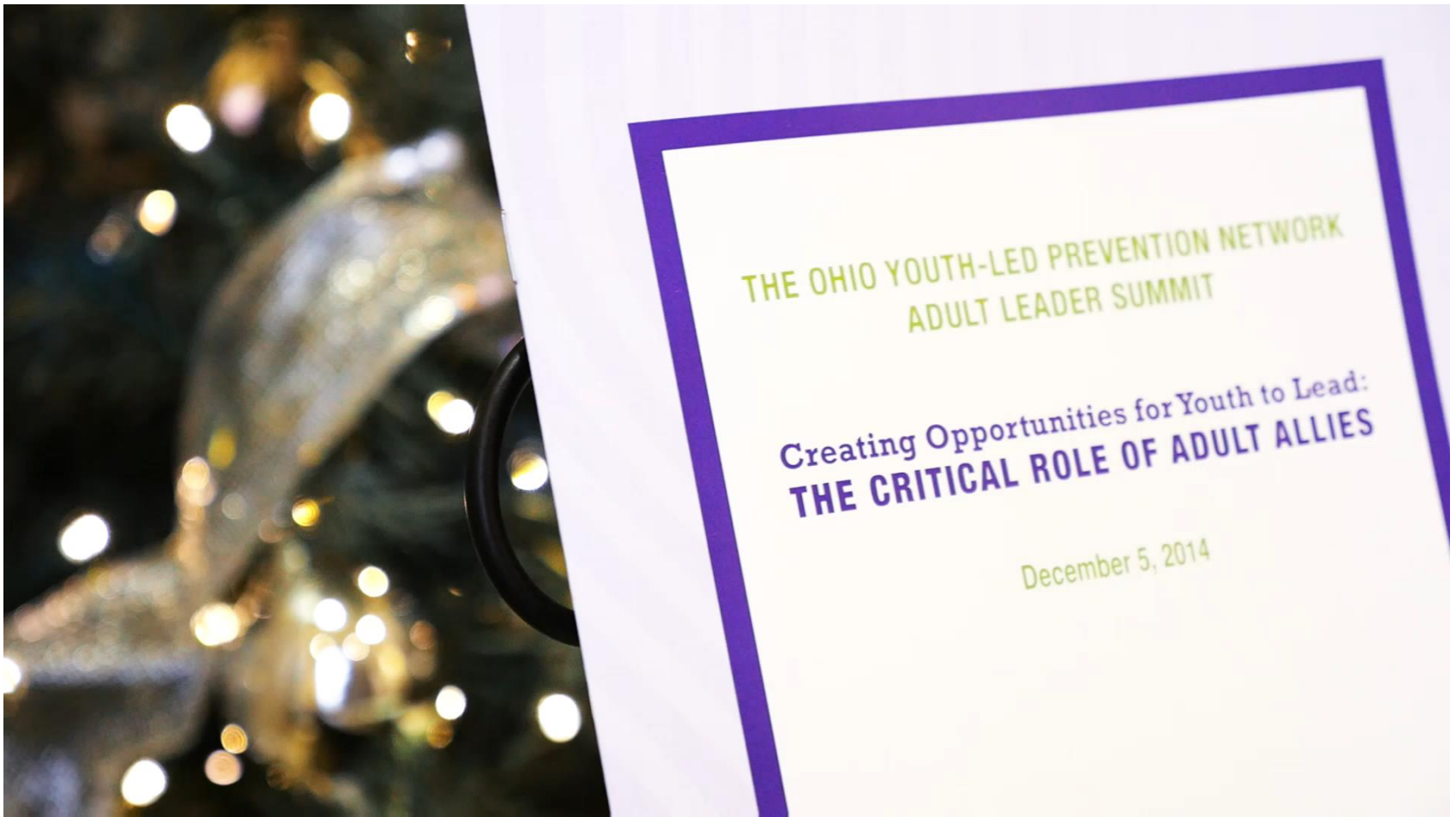
THE OHIO YOUTH-LED PREVENTION NETWORK ADULT LEADER SUMMIT

**Creating Opportunities for Youth to Lead:
THE CRITICAL ROLE OF ADULT ALLIES**

December 5, 2014



2014 Adult Leader Summit

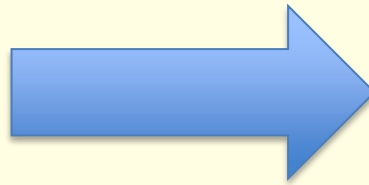


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Youth members:

- **have knowledge of effective prevention strategies (e.g. CSAP strategies)**
- **believe in their own ability to create community change**
- **demonstrate leadership skills**
- **demonstrate an ability to work with others to create change**

Group members:

- **Develop close relationships with each other**
- **Remain committed to the youth council**
- **Engage in collective decision making**
- **Believe they can work together to create change**
- **Feel proud to be a part of the youth council**

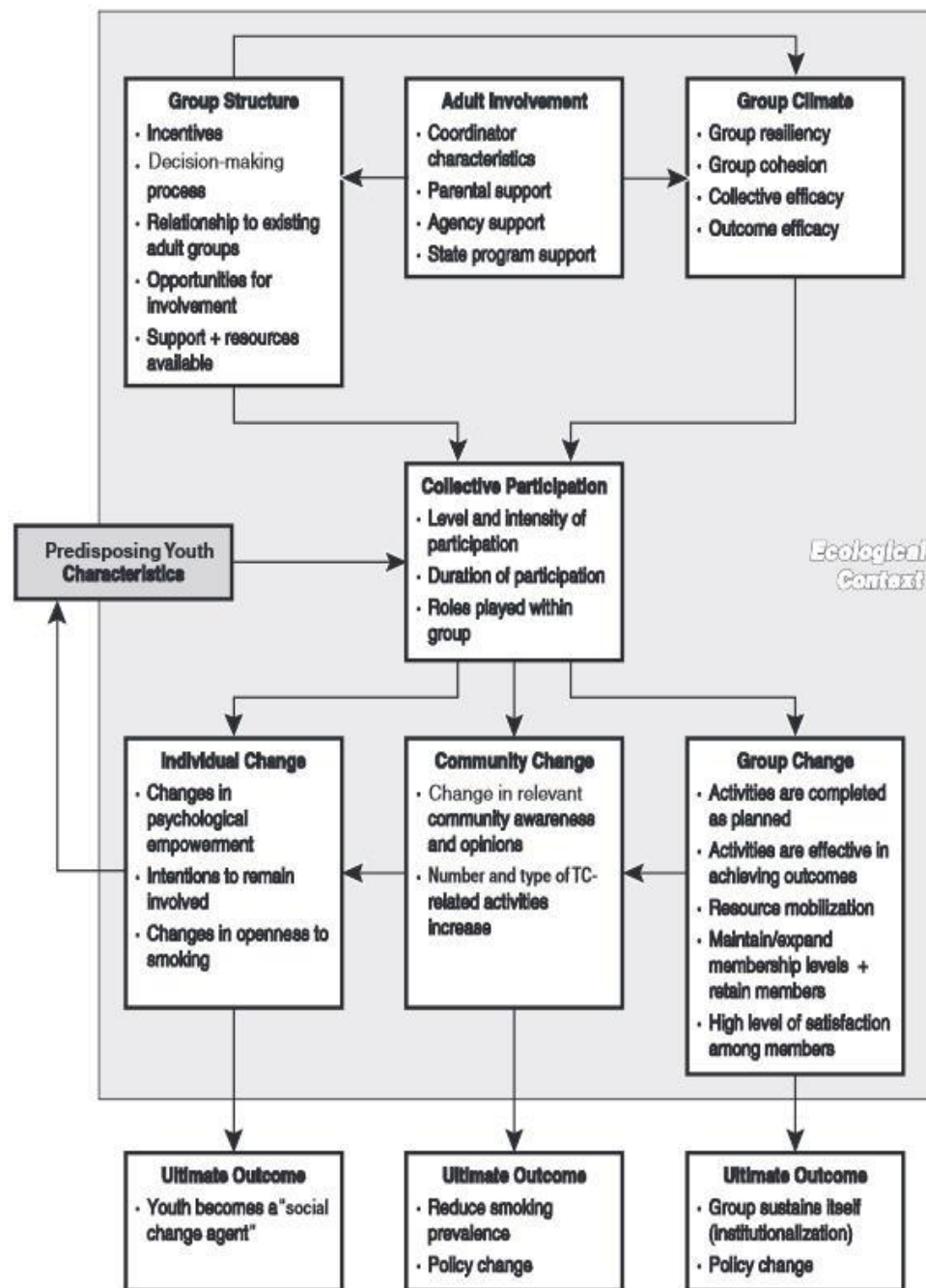


Figure 1. Youth empowerment conceptual framework.

**The process by which individuals gain influence of events and outcomes of importance to them.
(Rappaport, 1984)**

“Prevention has begun moving away from preventing something negative from happening to *a new paradigm, which emphasizes the need to promote positive youth development via youth empowerment.*”

(Kim et al., 1998, p. 5)

- **Views youth as a resource rather than a collection of problems**
- **Focuses on fostering support via developmentally appropriate experiences and resources**
- **Provides a means for youth to develop a stable, positive identity by providing them an opportunity to participate in a variety of roles that allow them to experiment and better define their identity.**

- **Building young people's skills so they can participate in social and political affairs that are important to them.**
 - Key: Allowing authentic opportunities for youth to participate in decision-making
- **As a result, youth feel like they are able to influence the social and political systems that affect their lives.**

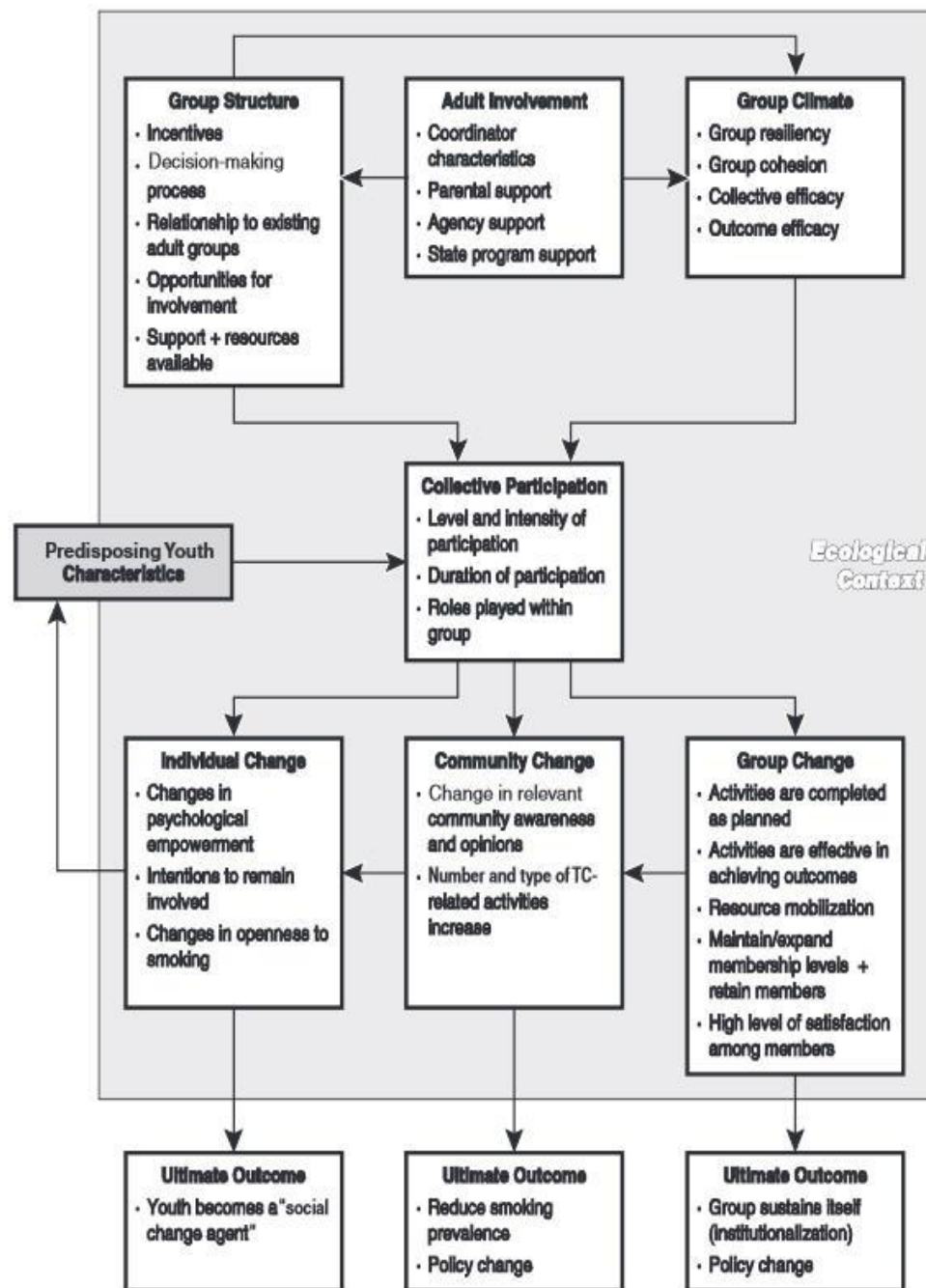


Figure 1. Youth empowerment conceptual framework.

Key Points



- **The Youth Empowerment Conceptual Framework (Holden et al., 2004) is NOT a “model for YLP.”**
- **The Holden Model IS a framework to conceptualize YLP so that it can be evaluated.**
- **The Holden Model gives us a mechanism to show what YLP looks like in practice.**

If the **overarching goal** for your YLP is that young people will engage in a planning process to create and implement a strategic plan that uses evidence-based strategies to create community-level change what *evidence-informed frameworks* can we use to get to that goal?

Identify the Evidence that Informs the Work



- 1. Strategic Prevention Framework (SAMHSA)**
- 2. Youth Empowerment Conceptual Framework (YECF; Holden et al., 2004)**

Two Underpinning Frameworks

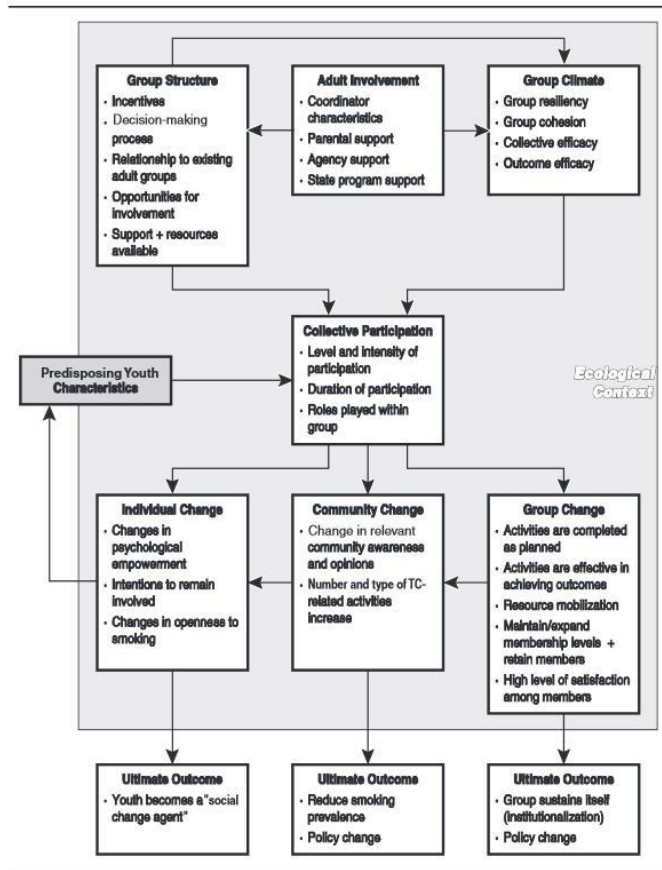


Figure 1. Youth empowerment conceptual framework.



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The Substance Abuse and Mental Health Services Administration (SAMHSA) of the United States Department of Health and Human Services funds the Strategic Prevention Framework State Incentive Grant (SPF SIG).

Two Underpinning Frameworks

From YECF:

- Structure and group processes by which adult allies promote and assist YP in developing the necessary 21st Century Learning Skills to carry out community change

From the SPF:

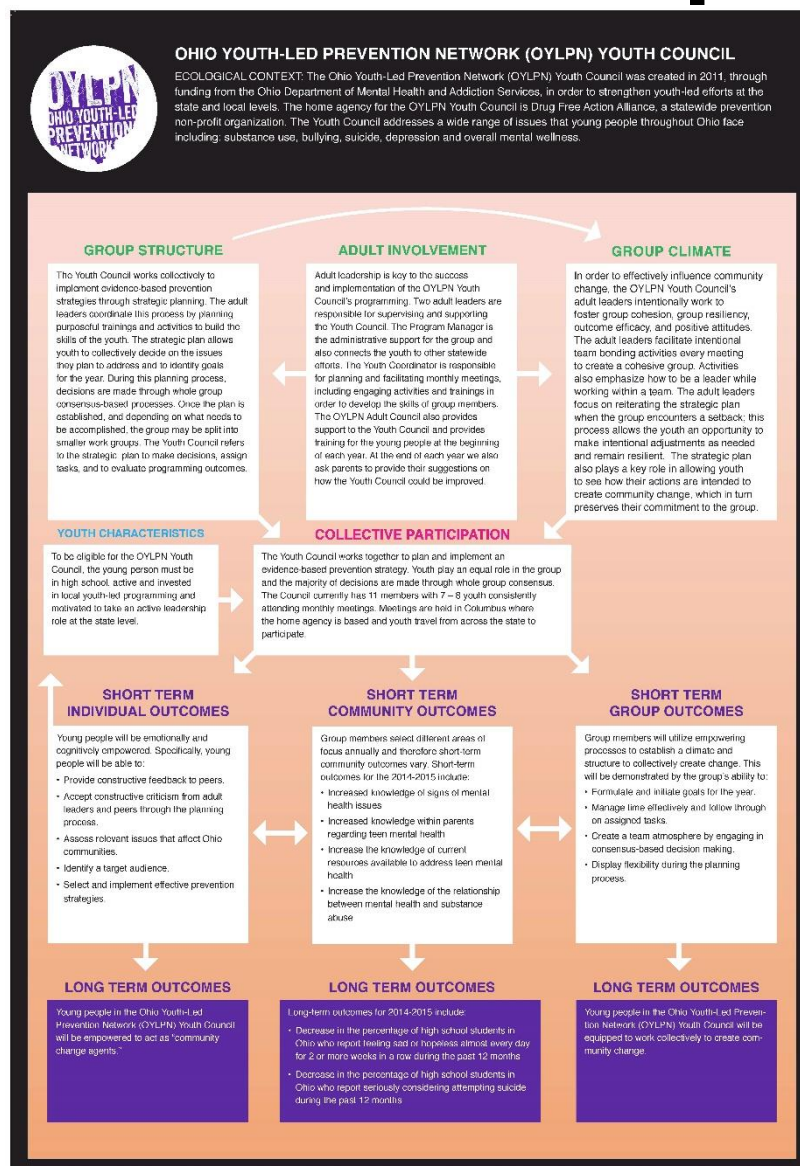
- Structure for which adult allies support and assist YP in planning and implementing an evidence-based strategy to create community change

Holden D. J., Messeri, P., Evans, W. D., Crankshaw, E., Ben-Davies, M. (2004). Conceptualizing youth empowerment within tobacco control. *Health Education & Behavior*, 31, 548-563.

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Framework for 21st Century Learning. <http://www.p21.org/our-work/p21-framework>

OYLPN Worked Example (YECF)



OYLPN Worked Example (SPF)

Ohio Strategic Prevention Framework (SPF): Strategic Plan Map
Ohio Youth-Led Prevention Network Youth Council

Overall Theory of Change:							
If the OYLPN YC has a media campaign directed toward MH then Ohio youth and adults will have increased awareness of MH and suicide prevention. If the OYLPN YC disseminates information about MH and suicide prevention then Ohio youth and adults will have increased knowledge on the signs/symptoms of MH issues. If Ohio youth and adults have increased awareness and increased knowledge of MH and suicide prevention, then we create a nurturing environment for youth who are experiencing depression and suicidal thought to receive the necessary support. If we create a nurturing environment for youth who are experiencing depression and suicidal thought to receive the necessary support then Ohio will have decrease in the percent of students seriously considering attempting suicide.							
Community Logic Model			Theory of Action			Measurable Outcomes	
Problem Statement	Intervening Variable(s)	Strategy	Demonstrating Capacity Inputs: Human / Material Resources	Time Line Specific Activities for each Strategy	Outputs Results of Activities	Shorter-Term Outcomes (2 years)	Longer –Term Outcomes (5 years)
<p>There are Ohio youth that are at-risk for depression and suicide. The Ohio Youth-Led Prevention Network (OYLPN) Youth Council believes that youth can play a role in creating nurturing environments for all Ohio Youth.</p> <p><u>Data to Support Problem Statement:</u></p> <p>25.8% of HS students in Ohio report feeling sad or hopeless almost every day for 2 of more weeks in a row during the past 12 months (Data Source: CDC, YRBS,2013)</p> <p>14.3% of HS students report seriously considering attempting suicide during the past 12 months (Data Source: CDC, YRBS,2013)</p> <p>1.4% HS students in Ohio report attempting suicide one or more times during the past 12 months (Data Source: CDC, YRBS,2013)</p>	<ul style="list-style-type: none"> Lack of awareness of MH Lack of competency among parents, teens, and educators about MH (signs, symptoms, etc.) Lack of knowledge on the signs of mental illness. Lack of education within parents regarding teen mental health Lack of knowledge about current resources available to address teen mental health. Lack of knowledge on the correlation between mental health and substance abuse. 	<p>We have selected two CSAP strategies: information dissemination (i.e., newsletter, parent's night) and environmental strategies (i.e., social media/PSA).</p> <p><u>Environmental Strategies:</u></p> <ol style="list-style-type: none"> Have a significant social media presence (assuming one specifically related to MH/suicide prevention) leading up to the April 30 <i>We Are The Majority</i> youth rally to create awareness. Youth will promote Mental Health messaging through various media outlets through the hash tag "Be Aware". Promote awareness through a PSA. The PSAs aired leading up to the April 30 <i>We Are The Majority</i> youth rally would be presented at the rally. <p><u>Information Dissemination:</u></p> <ol style="list-style-type: none"> Create and host a parent's night event Create and disseminate a monthly newsletter. 	<p><u>Budget:</u> DFAA Funding Total Budget: TBD</p> <p><u>In-Kind:</u> TBD</p> <p><u>Vendor(s)/Sub-contractor(s):</u> -Speaker for Parent Night -Videographer for PSA</p> <p>Services provided: videographer will capture big events throughout the youth at their home groups or at specific OYLPN events to provide material for the PSA.</p> <p><u>Materials:</u> -Information, positive statistics which would be obtained from the adult council and local health centers -Posters for parents night -Lanyards for WATM rally to promote mental health social media messaging.</p> <p><u>Travel:</u> -To Columbus for monthly meetings -Travel to promote PSA -Youth Council to travel to Chardon, Ohio for Parent Night</p> <p><u>Other:</u> Personal experience stories</p>	<p>ENVIRONMENTAL STRATEGIES Social Media</p> <ul style="list-style-type: none"> OYLPN will spread MH campaign until the day of the rally. Implementation of media campaign Sustainment of media campaign through a virtual on-line presence. <p>PSA</p> <ul style="list-style-type: none"> Distributed in monthly Newsletter & via social media outlets RFP review and award to selected videographer contractor. Review and adoption of media campaign as presented by consultant. April 30, 2015: Year in review, PSA presentation and mental health campaign presentation. <p>INFORMATION DISSEMINATION Parent's Night</p> <ul style="list-style-type: none"> Feb, 18, 2015 Reserve space at Chardon Elementary School YC will develop script for PN presentation YC will obtain various resources for Parent and teen <p>Newsletters</p> <ul style="list-style-type: none"> Second Wednesday of each month 2014-2015 Monthly Newsletter Development and assignment. 	<p>ENVIRONMENTAL STRATEGIES Social Media OYLPN YC will have a significant social media presence.</p> <p>PSA OYLPN YC will promote awareness information through a monthly campaign and PSA.</p> <p>INFORMATION DISSEMINATION Parent's Night OYLPN YC will host a Parents Night Town Hall Meeting.</p> <p>Newsletters OYLPN YC will distribute monthly newsletter on topics related to MH campaign. Dec: Seasonal Depression Jan: Teen Tips for Dealing with Anxiety Feb: Eating Disorders March: Teen Dating Violence April: Alcohol Abuse leading to Mental Illness May: Positivity Tips for Teens</p>	<ul style="list-style-type: none"> Increase awareness of mental health. Encourage competency within parents, teens, and educators. Increased knowledge on the signs of mental health issues. Increase the knowledge within parents regarding teen mental health. Increased knowledge of the current resources available to address teen mental health. Increase the knowledge of the correlation between mental health and substance abuse 	<ul style="list-style-type: none"> Decrease in % of HS students in Ohio report feeling sad or hopeless almost every day for 2 of more weeks in a row during the past 12 months Decrease in % of HS students report seriously considering attempting suicide during the past 12 months Decrease in % HS students in Ohio report attempting suicide one or more times during the past 12 months
<p align="center">Context</p> <ul style="list-style-type: none"> OYLPN AC has created a logic model and strategic plan. The YC created their plan to work in synchronicity with the AC logic model and strategic plan. Traditionally the WATM campaign has focused on highlighting a majority of youth do not abuse substances. Based on data and research, MH and substance abuse are related. Due to this finding, the OYLPN YC has decided to supplement the WATM campaign with a MH campaign. YC is working towards finding data to measure intervention variables. 							

The goal of the SFY15 work was to create an evidence-informed framework for youth-led programming in Ohio (v) that is evaluable (v) and sustainable (time will tell).

Identifying and Developing Champions



- **Is it worth it?**
- **Will it work?**
- **Can I do it?**

Gellar, E. S. (2008). People-based leadership: Enriching a work culture for world-class safety. *Professional Safety*, 29-36.

Adult Allies as Champions



Training Opportunities



SAVE THE DATE

**THE OHIO YOUTH-LED PREVENTION NETWORK
ADULT LEADER SUMMIT**

**CREATING OPPORTUNITIES FOR YOUTH TO LEAD:
BUILDING SKILLS TO PRODUCE COMMUNITY CHANGE**

REGISTRATION \$40

Final day to register November 24th

Friday, December 4, 2015

9:00 a.m. – 5:00 p.m.

The Conference Center at OCLC

6600 Kilgour Place, Dublin, OH 43017-3395

For information:

Trenia Twyman 740.597.1460 or twyman@ohio.edu



For more information on OYLPN...



Ohio Youth-Led Prevention Network

<https://www.drugfreeactionalliance.org/oylpn>

Twitter: @BeTheMajority

Pinterest: InTheMajority

Instagram: bethemajority

References

- Framework for 21st Century Learning. <http://www.p21.org/our-work/p21-framework>
- Gellar, E. S. (2008). People-based leadership: Enriching a work culture for world-class safety. *Professional Safety*, 29-36.
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- Zimmerman, M. A. (2000). Empowerment theory: Psychological, organizational, and community levels of analysis. In J. R. Rappaport & E. S. Seidman (Eds.), *Handbook of community psychology* (pp. 43-63). New York: Kluwer Academic/Plenum Publishers.

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